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AUTHOR Nesbitt, John A.
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ABSTRACT

Based on a presentation given at the 1974 National Conference on Commercial Recreation for Disabled People, the paper examines the role of commercial recreation in the lives of the handicapped. Examples of commercial recreation enterprises are listed for equipment, goods and products; recreation centers, services, and schools; entertainment; activity facilities; and travel and tourism. The author suggests that there is an upsurge in recreation's involvement with the handicapped. Among potential problems listed for commercial recreation are negative attitudes, communiction problems, and concerns over illness and medical problems. The author suggest ways to follow up the conference and encourage normalization. Among five appendixes are sample conference worksheets and a checklist of commercial recreation accessibility. (CL)

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CONFERENCE WORKING PAPER

"Expanding Horizons in Commercial Recreation for Disabled People"

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
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A Paper By

John A. Nesbitt, Chairman
Subcommittee on Recreation and Leisure
and
Member, Executive Committee

U.S. President's Committee on Employment of the Handicapped

Presented at the
National Conference on Commercial Recreation and Disabled People

Organized by the
Subcommittee on Recreation and Leisure of the
U.S. President's Committee on Employment of the Handicapped

and

Conducted by the
U.S. President's Committee on Employment of the Handicapped
During the Annual Meeting

Wednesday
May 2, 1979
Washington Hilton Hotel
Washington, D.C.

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DEDICATION

Mr. Alfred D. Buchmueller

Mr. Alfred D. Buchmueller died October 8, 1978. He had been Deputy Director of the U.S. President's Committee on Mental Retardation and served as a Member of the Federal Resource Group of the Subcommittee on Recreation and Leisure of the U.S. President's Committee on Employment of the Handicapped.

Al had been with the Faculty of the School of Social Work of Washington University of St. Louis and with the National Child Welfare League before appointment to the staff of the PCMR. He had a deep and abiding interest in recreation for handicapped and contributed to the work of the Subcommittee and to the planning of this National Conference. I know that he had great expectations of what would be achieved through this Conference.

I wish to dedicate this National Conference to the memory of Mr. Alfred D. Buchmueller.

We will send notice of this Memorial Dedication to Mr. Buchmueller's widow, Mrs. Jan Buchmueller, 6511 Orono Court, Springfield, Virginia, 22152, and to his family. Participants in the National Conference and members of the Subcommittee will be pleased to know that an international scholarship has been established as follows - - The Al Buchmueller Memorial Fund, c/o The President's Committee on Mental Retardation, Washington, D.C., 20201.

Acknowledgements

I wish to take this opportunity to express appreciation to the individuals who have made special contributions to the implementation of the National Conference on Commercial Recreation and Disabled People.

The first contribution to this present National Conference was made by and through the National Forum on Meeting the Recreation and Park Needs of Handicapped People, held August 15-16, 1974. This conference was co-sponsored by the National Recreation and Park Association and the U.S. President's Committee on Employment of the Handicapped and was such an outstanding success that the President's Committee published the booklet, Recreation and Handicapped People and the PCEH Subcommittee on Recreation and Leisure initiated immediate discussion of a sequel, a national forum on commercial recreation and handicapped people.

The second and continuing contribution to the planning and implementation of the National Conference was made by the members of the PCEH Subcommittee on Recreation and Leisure who have included this National Conference on the work agenda for every business meeting since the first National Forum on Meeting the Recreation and Park Needs of Handicapped People. Public acknowledgement is given herewith of contributions of the members of the Subcommittee.

At various of these Subcommittee meetings there have been individuals who have been especially invited to provide assistance in the planning of the National Conference on Commercial Recreation and Disabled People and their contribution has been most helpful. These "especially invited" people include the following: Mrs. Frances Wallach, Game Time, Inc.; Mr. Jack Siragusa, President, Game Time, Mr. Donald Hawkins, Leisure Information Services, Inc.; and, Mrs. Helen Jo Hillman, Vice-Chairperson of the PCEH Subcommittee on Recreation and Leisure.

Mr. Paul Hippolitus of the PCEH staff coordinated a number of the planning activities for the National Conference and there is a group which he has designated as the Planning Committee which he will acknowledge personally.

At the National Conference on Special Recreation held in July, 1975, the National Institute on Special Recreation there was a special "National Study

Group on Commercial Recreation and the Handicapped." The study group consisted of Mr. Paul Hippolitus of the U.S. President's Committee on Employment of the Handicapped; Mr. David Park, former Executive Secretary of the National Therapeutic Recreation Society--a branch of the National Recreation and Park Association; Professor Stan Labanowich, Professor of Therapeutic Recreation at the University of Kentucky and Commissioner of the National Wheelchair Basketball Association; and Mr. Kenneth Zucker, Recreation for Handicapped Specialist with the Los Angeles County Department of Parks and Recreation.

The National Institute on Special Recreation was a project supported by the U.S. Bureau of Education for the Handicapped. Dr. Ed Martin is Deputy Commissioner for BEH of the Office of Education and the BEH Project Officer was Mr. William A. Hillman, Jr. Many of the activities of the National Institute on Special Recreation are being perpetuated through SPECIAL RECREATION, INC., 362 Koser Avenue, Iowa City, Iowa, 52240. Individuals who are interested in additional information may write SPECIAL RECREATION, INC.

Since the very first consideration of having a National Conference on Commerical Recreation and Disabled People, Mr. Paul Hippolitus, and various support staff of the PCEH has shouldered responsibility for PCEH staff liaison and coordination. For the last four months the primary responsibility for implementation of the National Conference has been carried out by Mr. Bernard Posner, Executive Secretary of the PCEH, and Mrs. Mary C. Rubin, PCEH Staff Member.

To all the commerical recreation firms, the PCEH staff, the BEH, the recreation specialists, the members of the Subcommittee on Recreation and Leisure and to others who have assisted, I wish to take this opportunity to express the appreciation of those here assembled.

I also wish to thank the Chairman of the U.S. President's Committee on Employment of the Handicapped, Mr. Harold Russell, and members of the PCEH Executive Committee, who have maintained their active support of the Subcommittee and this National Conference.

I wish to acknowledge, finally, the assistance provided in the preparation of this paper by Mrs. Pat Hoback, Ms. Sue Flood, Ms. Carla Caudill, Ms. Liane Summerfield and students in the University of Iowa Introduction to Therapeutic Recreation Service Class and Development of Therapeutic Recreation Services Class.

The Subcommittee on Recreation

The U.S. President's Committee on Employment of the Handicapped was established by President Harry S. Truman, shortly after World War II, for the purpose of promoting employment of disabled veterans. The Committee is concerned about the whole person and needs in recreation, education, barrier-free design, etc. The purpose of the President's Committee today is to promote employment of any person who is handicapped.

The PCEH Subcommittee on Recreation and Leisure is one of ten or more continuing subcommittees on topics such as architecture barriers, youth, women, etc. It was established in 1972.

The primary aims of the Subcommittee on Recreation and Leisure are the promotion of employment of qualified handicapped personnel in recreation services and the promotion of recreation opportunity for handicapped.

The following are the activities and projects that have been undertaken by and through the volunteers that have worked with the Subcommittee on Recreation and Leisure.

Annual Meeting Activities

Each year at the Annual Meeting of the U.S. President's Committee on Employment of the Handicapped since 1972, the Subcommittee on Recreation and Leisure has assisted with the recreation content for the Annual Meeting including the Cultural Festival for the Handicapped and the Educational Sessions dealing with recreation.

Business Meetings of the Subcommittee

Meeting from two to six times each year the Subcommittee's business meetings provide an opportunity for exchange among members on important issues and for the Subcommittee to prepare recommendations on the development of programs and services for both private and public organizations and agencies. Various proclamations, resolutions and recommendations have been adopted and forwarded to appropriate individuals and organizations.

Publications

The Subcommittee has been responsible for the planning and dissemination of a series of important publications that have served to fill a recognized need for recreation information and materials nationwide. Among these publications have been the following: Recreation and Handicapped People: Report of the National

Forum Park and Recreation Needs of Handicapped People; Careers in Leisure Occupations; Newsletters of the Subcommittee on Recreation and Leisure; and Employment of the Handicapped in Parks and Recreation.

Publishing Articles

The Subcommittee has been responsible for the preparation of articles that have been published in recreation and parks journals and periodicals on employment of qualified handicapped in recreation positions and the promotion of recreation opportunity for the handicapped.

Exhibits

Exhibits have been provided at various national and regional conferences sponsored by organizations such as the National Recreation and Park Association, the American Alliance for Health, Physical Education and Recreation, etc.

Special Projects

Included among the Subcommittees major projects since 1972 are the following: design of a Governor's Committee on Employment on Handicapped Subcommittee on Recreation for Handicapped; preparation and nationwide dissemination of two Student Project Kits which were sent to recreation, park, special education and physical education majors; the design and demonstration of the CULTURAL FESTIVAL FOR THE HANDICAPPED PROJECT; and, other similar projects.

National Forums

There are two national forums that have been sponsored by the Subcommittee on Recreation and Leisure: the National Forum on Recreation and Park Needs of Handicapped and the National Conference on Commercial Recreation and Disabled People.

Technical Assistance

Through the expertise of the members of the Subcommittee and the resources available to the Subcommittee it has been possible for the Subcommittee to provide appropriate technical answers to questions and inquiries from consumers, parents, students, state organizations and federal agencies. There has been a steady flow of information and technical assistance from the President's Committee on Employment of the Handicapped in areas of employment of qualified handicapped in recreation and recreation opportunity for handicapped.

The Goals and Aims of the National Conference

The goal of the National Conference on Commercial Recreation for Disabled People is to provide a means whereby commercial recreation specialists may gain a greater awareness of needs, problems and interests of consumers who are handicapped.

The National Conference provides an opportunity for an exchange between and among people who are disabled, commercial recreation specialists and special recreation workers. The specific aims of the Conference are the following:

1. To consider the perspective of people who are handicapped as they attempt to participate in the RECREATION MAINSTREAM of American life.
2. To consider modification and adaptation of goods, products, services and facilities to permit access, use, etc., by consumers who are handicapped.
3. To consider the potential that handicapped consumers represent as a segment of the market for commercial recreation goods, products, services and facilities.

Participants in the Conference

This National Conference was planned specifically with the aim of inviting the participation of commercial firms that exhibit at the Annual Congress of the National Recreation and Parks Association and the Annual Convention of the American Alliance for Health, Physical Education and Recreation. Beyond that, invitations were extended to commerical organizations who over the years have been associated with the U.S. President's Committee on Employment of the Handicapped and other commercial recreation firms who it was believed might have an interest in participating.

The Recreation for Handicapped Revolution

There is a recreation for handicapped revolution that is taking place and the results will come to fruition during the next ten years, the 1980's.

The revolution has taken place at the local level. There are some 400 local park and recreation departments over the last 20 years that have provided some type of program for handicapped people. The Special Olympics program now directly involves 750,000 participants and volunteers. Through media coverage there is a real possibility that 25,000,000 Americans have become aware and supportive of sports for mentally retarded people. There are 55,000 handicapped Boy Scouts participating in an outstanding Boy Scouts of American program and the number is growing every year. These Scouts, of course, have 150,000 dads, mothers, sisters and brothers who are touched indirectly by the program. There is a national YMCA project in aquatics for handicapped that has opened up swimming to literally thousands of handicapped swimmers and the figure will become tens of thousands in a few years. Camping for the handicapped and integration of handicapped youth into regular camping and outdoor recreation programs has grown perceptible every year for the last 50 years and will continue to grow. Handicapped participation in amusement parks, in Caribean cruises and air travel jumps every time the barriers are taken down.

What Is Commercial Recreation?

The differentiation between commercial recreation and public recreation is not a matter of content, but one of who provides the opportunity and manner of paying for the opportunity. The identical opportunity with the identical outcome or result may be provided by either the commercial recreation provider or the public recreation provider. Public and commercial provision are often interrelated as, for example, the recent provision of a Caribbean cruise for a group of handicapped people organized and supervised by a county tax-supported public recreation department. The distinction is that recreation provided by public recreation agencies is paid for by taxes paid by the public on a collective basis and in turn is available to all of the public. Recreation provided by commercial recreation agencies is paid for and used by the individual consumer.

The following listings include many of the generally recognized commercial recreation enterprises.

Recreation Equipment, Goods and Products, Examples

Arts and crafts equipment, materials
Books
Camping and outdoor recreation equipment, supplies
Clothing worn in recreation pursuits
Games
Gardening equipment, supplies
Hobby items, equipment, materials
Musical instruments and music related materials
Park equipment
Playground equipment
Recreation center equipment
Recording equipment
Sports equipment, materials
Toys
Water related equipment
Etc.

Recreation Centers, Services and Schools, Examples

Arts
Crafts
Cooking

Dance

Drama

Fitness

Flying

Gymnastics

Health

Horseback riding

Judo, et al.

Music

Recreation Counseling

Sports

Tennis

Travel agency

Recreation Facilities - Entertainment, Examples

Carnivals

Cinema

Circuses

Concerts

Fairs

Nightclubs

Racetracks

Radio

Sports Stadia

Television

Theaters

Etc.

Recreation Facilities - Activity, Examples

Amusement parks

Archery

Billiards

Boat Marinas

Bowling

Camping and campgrounds

Clubs

Dance, Hall - Social, Disco

Driving ranges

Fishing

Gambling casinos

Golf courses

Gymnasia

Horseback riding stables

Ice skating rinks

Outdoor recreation sites

Putt-putt golf

Recreation centers

Restaurants

Roller skating rinks

Swimming pools

Television studios

Etc.

Recreation - Travel and Tourism, Examples

Airlines

Buses

Cars

Hotels

Limosines

Lodges

Motels

Ships

Recreation vehicles

Taxis

Etc.

The Market - Big? Small? Predictable?

There are 25,000,000 handicapped people living in the community who need some type of accommodation in their participation in recreation. About ten percent or 2.5 million of this number are served through public auspices. This estimate of ten percent is up from an estimate made in the 1960's of services being provided to only three percent. The total handicapped recreation consumer market may be estimated at 20 to 30 million. However, hard data on the potential market is a basic need for any enterprise interested in reaching out to handicapped consumers. And, a precaution must be expressed relative to the parallel problem that public recreation providers have had in the area of "handicapped find."

There have been many instances of a well intended local park and recreation department making the commitment to respond to the recreation needs of people who are handicapped. They have provided the personnel, facility, supplies and publicity and at the appointed time for the recreation event to start, no handicapped recreation consumers have been there. Emotionally, the sponsors have felt like people who sent invitations to a party but no one shows up. The problem has been based on the fact that most services for handicapped necessarily have to identify (or find) their clients (handicapped participants) on a one by one basis. People who have been locked out of recreation centers for 10, 20, 40 or 50 or 60 years don't come running when someone sounds a bell that the recreation center is open. An entire lifestyle has been created based on the fact that architectural barriers, program barriers, service barriers, and attitudinal barriers all say, "Stay Out!" And, we are all aware that nothing in disease or injury predisposes a person to forget or renounce pride.

It is reasonable to assume that as commercial recreation providers become more directly involved with handicapped consumers that they will encounter an array of unanticipated behaviors; the handicapped consumer may even be as unpredictable as the general consumer. The best advice at this point would be to make no assumptions and to seek ways of getting in direct communication with potential consumers.

Another point of interest is the possibility that by providing access for an individual consumer who is handicapped, the recreation provider may become involved in serving the handicapped consumer's entire family or coterie of friends.

Thus, planning must include planning for the possible inclusion of an entire group or the exclusion of an entire group. For example, over the last 20 years there has been dramatic change in the public's acceptance of people who are mentally retarded. Twenty-five years ago a family might have left a retarded member at home when they went out for family recreation. It might be that a comparable family today will include the retarded member when they go out as a family for recreation or they will go for family recreation where the family believes there will be a substantial level of acceptance. The family might also be ready to brave rejection toward the goal of mainstreaming or normalization for the entire family as well as the member who is handicapped.

Unquestionably, knowledge is needed by any commercial recreation enterprise before investing in tooling up to meet specific needs of specific individuals who are handicapped or the needs of groups wherein disability is involved.

The Commercial Model Versus "All Those Others"

I am particularly hopeful that for commercial recreation the handicapped consumer emerges as an important market, justifying an investment by commercial recreation providers, because I am convinced that if commercial recreation can get more involved that many of the mainstreaming and normalization issues can be solved. Let me sight a parallel in employment of disabled. If a man is disabled and out of a job there are an array of psychological, sociological, economic, community and other problems that come up that will take a platoon of psychiatrists, psychologists, social workers and occupational therapists to solve. But, if that man gets back on the job then he is once again "earning bread," a husband, a father, and a member of the community. In part, I believe that if proper communication can be struck between commercial recreation and the handicapped recreation consumer, then it is possible to bypass the "medical-prescriptive model," the "professional models," the "counseling model," and other models too numerous to cite. Thus, the costs of, by or for the handicapped consumer can go directly into recreation participation rather than models to facilitate participation. Of course, this conference could support the idea that recreation participation is its own reward and incentive.

Some Populations and Problems That May Be Anticipated

The terms "disabled" or "handicapped" are usually used to include a large number of quite diverse diseases and injuries. These terms in turn divide down in broad categories such as aged with impairments, blind, deaf, emotionally restored, mentally retarded, physically handicapped and speech impaired. Each of these categories may be divided, for example, with mental retardation into sub-categories that are partially oriented to functional, mildly retarded or educatable, moderately retarded or trainable, and severely retarded. In fact, the formal diagnostic nomenclature used fills textbooks. However, the commercial recreation specialist needs some idea of the types of disabilities that people will have who might wish to use a particular service.

From 1975 through 1978 a project entitled National Institute on Special Recreation (full title, National Institute on Models of Community-Based Recreation and Leisure Programs and Services for Handicapped Children, Youth and Adults) was conducted at The University of Iowa through a grant from the U.S. Bureau of Education for the Handicapped. A survey of public recreation and park department special recreation programs in 60 representative size communities suggests that the proportions of people by handicap and by age may be as follows:

By Disability	Per Cent
Aged with Impairment	6
Blind and Visually Impaired	6
Deaf and Hearing Impaired	7
Learning Disabled	4
Mentally Restored	9
Mentally Retarded	37
Physically Handicapped	26
Speech and Communication Impaired	5
	100%

By Age Group	Per Cent
0-2 Infant	0
2-4 Preschool	1
6-12 Elementary School Age	12
13-15 Junior High School Age	12
16-19 High School Age	13
20-30 Young Adult	13
31-45 Adult	19
46-61 Mature Adult	17
62 and Over Senior	13
	100%

Beyond the obvious problems of physical accessibility for physically handicapped, e.g., ramps, there will be a number of general problems that will be encountered in creating accessibility.

Reports 1 through 9 of the National Institute on Special Recreation are scheduled to be available in August, 1979, through the ERIC Clearinghouse on Handicapped and Gifted Children, Council for Exceptional Children, 1920 Association Drive, Reston, Virginia 22091 (703-620-3660). These reports are as follows:

#1 New Concepts and New Processes in Special Recreation, 156 pp.

#2 Model Special Recreation Services, 463 pp.

#3 Papers on New Models of Community or Special Recreation for Handicapped, 354 pp.

#4 Federal Funding for Special Recreation, 86 pp.

#5 Leisure Fulfillment for Handicapped and the White House Conference on Handicapped Individuals, 26 pp.

#6 Educating the Handicapped CHild for Leisure Fulfillment, 133 pp.

#7 Special Recreation in Rural Areas, 188 pp.

#8 Newsletters of the National Institute, 200 pp.

#9 Information Sources on Special Recreation, 177 pp.

Negative Attitudes

Negative attitudes will be encountered in personnel and in the public. When forthright, people may say, "I know they exist but I just don't want to be around them."

In my experience I am convinced that the best means of changing a negative attitude or a neutral attitude toward disabled in general and a particular disability such as blindness in particular, is to create an indepth positive experience. This can be done, for example, by having a person who is very articulate, well dressed, knowledgeable and rather good looking provide an inservice training session for trainees either on a non-disability topic or on disability. Mr. Tom Sullivan, the entertainer and writer who is blind, is an example of the type of person who can do the job. Conversely, a person with limited skills, slovenly appearance, etc., will create or reinforce negative attitudes.

The programs on television in the last five years, either dramatizations or documentaries, are having an impact in creating more favorable attitudes toward disabled in our country.

Communication Problems

There can be problems in terms of staff being confronted with people who have speech and hearing impairments or other problems in communication based on disability. If the service personnel have a positive attitude such as "if we work on this we might be get our ideas across to one another" is the first step in the solution. The next steps toward solution are training or orientation and experience.

Concerns Over Illness and Medical Problems

Generally, all people feel insecure about their ability to deal with a medical emergency or an illness. Thus, many people who are disabled present visible evidence that there is some sort of illness or medical problem and people's "early warning systems" start going off. The disabled are often far more aware of medical or illness liabilities than the non-disabled person and thus in in a better position to manage his or her own problem, if it should occur. However, the service personnel in your company probably are not aware of this nor are they aware of the individual's responsibility to take care of himself or herself. Thus, the early warning system continues to "beep".

Turning the Public Away

There is a problem in the minds of some commercial enterprises in that they depend on the existence of a certain ambiance or atmosphere which attracts the public. For example, most of the chic, expensive New York restaurants cater to the chic and urbane New Yorker. Ever go to one of those restaurants with a couple of toddlers and ask for two high chairs? All the witty pre-theater chit-chat simply palls when the kids get scared by the waiter.

There are many enterprises that operate on the assumption that only a certain type of clientele will serve as a magnet for more of a certain type of clientele and be assured that wheelchairs, walkers and crutches are not the artifacts that they are installing to decorate their restaurant. So be it.

There are a number of problems such as the size and management of groups that could be discussed. Suffice to say that nearly all of the human or interpersonal issues can be dealt with through orientation, training and experience.

The Idea Behind the "National Forums"

The U.S. President's Committee on Employment of the Handicapped is an information and promotion agency. It promotes employment of disabled people and disseminates information.

Over the years the Annual Meeting of the PCEH has become a magnificent open forum of ideas and inspiration.

The PCEH has always had a basic concern for the whole person and has always had an interest in the recreation dimension of rehabilitation and community settlement. Throughout the PCEH's history, information on recreation for handicapped and projects in or related to recreation for handicapped have been part of the Annual Meeting and the overall program of the PCEH.

The idea of the "National Forums" on various aspects of recreation of, by and for people who are handicapped was to provide to the emerging area of recreation and disabled people the same "open forum of ideas and inspiration" as the PCEH had provided for some ten program areas such as architectural barriers, women's activities, youth activities, etc.

Neither the PCEH nor its Subcommittee on Recreation and Leisure have the intention of continuing the National Conference on Commercial Recreation and Disabled People as a special project or program. PCEH plans to publish an appropriate booklet which summarizes the key points that are made. The PCEH and the Subcommittee on Recreation and Leisure would be interested in cooperating in future activities. But, the responsibility for any type of continuing program rests with you participants.

Follow Up On the Conference

Commercial recreation is the dominant provider of recreation opportunity in the United States and industrialized communities and nations throughout the world. On a proportional basis, it has been estimated that commercial recreation is responsible for providing 100 times as much recreation opportunity as all public recreation combined. Public recreation agencies at the local, state, and federal levels have critical roles and responsibilities in the delivery of recreation opportunity to people who are handicapped. They are gradually coming to accept these responsibilities, however, one of the public recreation goals will be to provide the skills that allow handicapped people to participate in commercial recreation. In many respects, commercial recreation is the expanded horizon that recreation consumers want.

But, it is not the role of the PCEH nor its Subcommittee on Recreation and Leisure to carry commercial recreation and disabled people forward as a project. To the extent that participants are able they should individually take and use the ideas exchanged here as best they can.

What more might be done?

A small group of interested participants might continue their exchange through an informal or formal group.

Some of you might take a direct interest in promoting the idea of employment of people who are handicapped in commercial recreation. There is no organized, continuing effort in "recognition of recreation employers who have employed handicapped workers" or of "recognition of outstanding handicapped workers" or of "recreation enterprises that have contributed to accessibility."

It should be pointed up that the PCEH, the state Governors' Committeee on Employment of the Handicapped and the Mayor's Committees have "moved mountains" through the simple device of an awards program that recognizes outstanding employers, outstanding workers and outstanding contributions. There need not be federal legislation, federal regulations, federal programs and federal bureaucracy nor suffocating, self-aggrandizing, self-serving professionalism for everything that gets done in this country. One or two problems can be solved with common sense, good intentions and free enterprise.

During the course of the conference an individual or a small group might volunteer to serve as a clearinghouse for the next two years. You might consider reconvening again in two or three years. Individuals or a small group might have some ideas that could be suggested to interested foundations.

Individually you can get in touch with your respective Governors' Committees and local Mayors' Committees volunteering your time and interest in recreation and disabled people. These committees at the state and local level always need volunteers and there are no finer volunteers than those who volunteer to help in rehabilitation of disabled. In general, Governors' and Mayors' committees are in need of individuals interested in working on promoting employment of handicapped in recreation and on promoting recreation opportunity for handicapped in all aspects of recreation. I personally guarantee you one of the most rewarding experiences of your entire life and you may find an outlet for a lifetime for that portion of your free time that you devote to recreation through community service.

It's Good Business to Serve the Handicapped

I wish to share my feelings about this National Conference and full participation of people who are handicapped in the mainstream of American recreation.

Every person attending the conference has been, is and will be involved to some degree in providing recreation goods, products and services to people who are handicapped. These handicapped people have been either visible or invisible as your consumers.

It was the belief of the PCEH Subcommittee on Recreation and Leisure that there was a larger market--a larger number of handicapped people--who are not being reached because of lack of communication, because of architectural barriers, because of design barriers, because of transportation barriers, because of service barriers and because of attitudinal barriers.

We have sufficient information to know that if there could be an open exchange and discussion of these barriers that commercial recreation delivery might be expanded and recreation consumption by handicapped people might be increased.

While major attention has been given to handicapped people as job seekers and students in employment and education, only recently has there been real attention given to handicapped as recreators.

The PCEH has, for many years, promoted the idea that "it's good business to hire the handicapped" and the research that has been done proves this to be so.

It is also true that it is good business to provide recreation goods, products, facilities, and services to handicapped people. This is good for your individual businesses. This is good for the economy. This is good for the handicapped consumer because he or she will be a satisfied consumer and because it brings the handicapped person into a primary mainstream of American life, the recreation mainstream. There is more real interaction with other Americans in recreation than through education or employment because of the circumscribed routine involved in both education and work.

Beating the Handicap by Overcoming It

And, mainstreaming or normalization and living a normal life is the fundamental goal, "the bottom line." When we get a handicapped worker back onto the job, we defeat that injury. When we get a handicapped child into a regular classroom we beat that disease. When we get handicapped Americans of all ages into our recreation lifestyle we win the battle against disease and injury and disability--we eliminate the handicap.

APPENDIX A

National Conference on Commercial Recreation and Disabled People

Worksheet #1

Questions	Comments
Handicapped Consumers as a Commercial Recreation Market What are actual experiences of handicapped in buying and using commercial recreation goods, products, services and facilities? What are the unmet recreation needs of handicapped consumers as perceived by handicapped consumers? Are handicapped recreation consumers a market that have been overlooked? As handicapped people make gains in education, employment, tranportation, income, etc., will this cause an expansion of their recreation consumption? What is the size of the entire handicapped recreation consumer market? How should the population be divided to be considered? What economic and income patterns are there? What expenditure patterns are there?	
Planning Goods, Products and Equipment Can goods, products and equipment be planned to better meet the needs of individuals with various types of handicaps?	
Planning Services Can regular personnel be trained to deal with people who are handicapped? Can procedures be designed which respond to face-to-face needs of handicapped consumers as they present themselves?	

APPENDIX A

National Conference on Commercial Recreation and Disabled People

Worksheet #2

Questions	Comments
Planning Facilities To what extent do architectural barriers block access to recreation participation? What special adaptations, accommodations, etc., can make recreation participation possible? What is the experience that commercial recreation firms have had in adapting buildings to make them accessible? Should every feature in every facility be made accessible to every disability?	
Reaching Handicapped Consumers How can recreation consumers who are handicapped be reached? Is advertising any different? What media can be used? How effective are handicapped consumer groups? Is it better to work with an individual, a few people, or an organization?	
Case Studies of Commerical Recreation Corporations Response to Needs of Handicapped Consumers How does a firm go about developing the delivery of goods, products, and services to recreation consumers who are handicapped?	

APPENDIX B

The Seven-Point Checklist of Commercial Recreation Accessibility

This checklist is intended as an aid to a commercial recreation provider in considering the use of a specific product (a particular piece of equipment, game, etc.), a facility (amusement park, camp, etc.) or a service (travel service, instructional service, etc.) by general categories of handicapped users.

It is understood that most firms will not be involved in all dimensions of access, i.e, transportation, facility, service, etc. Neither will all types of disability be confronted with all barriers in using a particular product, facility or service. The checklist may provide a commercial recreation firm with a procedure for considering various access features in relation to different disabilities.

1. Is there transportation access?
   (Can handicapped consumer get to the store, center or facility and return to his or her home? If there are significant, continuing transportation barriers, is there some way to overcome the transportation barriers? Can special arrangements be made to get the handicapped consumer to a site or is there some way to go to the handicapped consumer?)

2. Is there physical access?
   (In or at any given site are there ramps? Is there accessibility to restrooms, telephones, water fountains, food services and other appropriate activities for the handicapped consumer?)

3. Is there product access?
   (Is or can the product be planned in such a manner to provide for adaptation or modification of the product itself or adapted or modified use of the product?)

4. Is there service (personnel) access?
   (Does or can personnel accept the handicapped consumer? Does or can personnel provide standard service to a handicapped consumer, either a "standard greeting installation or lesson" or "an adapted greeting, installation or lesson"?)

5. Is there program access?
   (Does or can the totality of the delivery system provide for the inclusion of the handicapped consumer? From top to bottom is there an awareness the "program" responds to handicapped consumers?

6. Is there public access?
   (Does or can the public, the co-users, accept the handicapped consumer's participation?)

7. Is there outreach?
   (Does or can the commercial recreation provider communicate to the handicapped consumer information on the good, product, service or facility through advertising or promotion; or, reach the handicapped consumer through direct or indirect sales activities?)

APPENDIX B

The Seven-Point Checklist of Commercial Recreation Accessibility

Part B

(Check: + = access provided; - = no access provided)

	#1	#2	#3	#4	#5	#6	#7	Comments
Aged with Impairments								
Blind, Visual Limitation - Partial								
Blind, Visual Limitation - Total								
Deaf, Hearing Limitation - Partial								
Deaf, Hearing Limitation - Total								
Learning Disabled								
Mentally Restored								
Mentally Retarded - Educable								
Mentally Retarded - Trainable								
Physical Limitations - Wheelchair								
Physical Limitations - Crutches								
Physical Limitations - Walker								
Manual Limitation - Partial								
Manual Limitation - Total								
Speech Limitation - Partial								
Speech Limitation - Total								

The President's Committee
on Employment
of the Handicapped
Washington, D.C. 20210

RELEASE

Sunday, March 25, 1979
Campbell (202) 653-5008

PERSERVERANCE BRINGS CALIFORNIAN TOP PRESIDENTIAL AWARD

James Robert Brunotte, a triple amputee who runs a non-profit recreation ranch for disabled people in Creston, California has been named Handicapped American of the Year by the President's Committee on Employment of the Handicapped.

Mrs. Rosalynn Carter has been invited to present the President's Trophy, America's highest award given to disabled people, to Brunotte at the opening session of the President's Committee's Annual Meeting May 3 at the Washington Hilton Hotel in Washington, D.C.

Brunotte, injured by a 35-mm artillery shell in Vietnam in 1968, won the award, not only for the way in which he overcomes obstacles to leading a normal life, but also for his dedication in serving the needs of disabled people. According to Brunotte, his mission in life is to help other "less fortunate" than himself. To him, his handicap better enables him to accomplish this mission.

Perserverance has always been second nature to the 31-year-old Brunotte. He contacted polio at six and was told by doctors he would never walk or ride a horse again. He did.

Later, the Vietnam injury left Brunotte with no legs, no lower left arm, and blind in his right eye. Determination helped him to become active in sports again along with mastering the skills needed to contend with every day living. So that he could ride safely and expertly, he invented a saddle which he has adapted

to suit other disabled people.

Brunotte discovered his life's work in the early 1970's when he taught a 19-year-old cerebral palsy person to ride and care for himself. His goal would be to operate a recreation ranch where disabled people could relax, learn, and then return to their jobs or homes with a firm conviction that they were as capable as anyone else. From this desire, Rancho Kumbya in California was founded. Disabled guests and their families use the ranch's facilities free of charge. He travelled extensively across the United States riding in many horse shows, speaking and pleading with such organizations as Kiwanis and Rotary Clubs, talking with Federal, State, and local officials, trying to convince them of the worth of disabled people and the worth of his idea.

Brunotte has received many awards, including the 1976 Californian of the Year, the outstanding Disabled American Veterans of California Award (1976) and before moving to California, the Handicapped Coloradan of 1972. He belongs to the Military Order of the Purple Heart, Disabled American Veterans and Amputees in Motion and is actively involved in the Veterans of Foreign Wars.

Born in Chicago, Brunotte and his wife, Jeryll, live at the Rancho Kumbya. They have three, adopted children.

The President's Committee's Annual Meeting is expected to attract 3,500 participants, many of whom are disabled, from throughout the U.S. and abroad. The three day meeting (May 2-4) will be held at the Washington Hilton Hotel.

# # # #

PLEASE TURN IN AT CLOSE OF CONFERENCE

APPENDIX D

Review, Comments and Suggestions

Participants in the National Conference on Commerical Recreation and Disabled People are requested to complete the following review form which will assist in the preparation of written materials or reports that may be issued or in any follow-up activity that might take place.

RESPONDENT

Name_____ Title _____

Agency or Organization _____

Address _____

City _____ State _____ Zip Code _____

Telephone Number_____

What was the most valuable aspect of the Conference?

What was lacking in the organization, publicity, planning, materials, etc.?

What recommendations, suggestions, etc., do you have for the future?

What specific suggestions do you have relative to any part of the CONFERENCE WORKING PAPER by Nesbitt?

1. Any ideas left out of the general comment that should be included?

2. Anything that was stated that should be left out, irrelevant, not helpful?

3. Were the Worksheets of value? Should they be further developed?

4. Was the Checklist of any value? Should it be further developed for future use? Should it be deleted?

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PLEASE TURN IN THIS REVIEW QUESTIONNAIRE

APPENDIX E

Conference Evaluation

The U.S. Bureau of Education for the Handicapped has requested an evaluation of each program that is presented. The information will be used to supply needed data to meet the needs of the handicapped population. Your cooperation is vital in evaluation of the conference.

Please circle the most appropriate answer.	Excellent	Good	Adequate	Fair	Poor
1. The overall conference format and organization was.....	5	4	3	2	1
2. You obtained the information that you expected to get from the conference.....	5	4	3	2	1
3. The stated objectives of the conference were adequately met.....	5	4	3	2	1
4. The quality and usefulness of the material was.....	5	4	3	2	1
5. The presentations by the conference speakers was.....	5	4	3	2	1
6. The quality and usefulness of the information presented was.....	5	4	3	2	1
7. The opportunity to express your own personal views and ideas was.....	5	4	3	2	1
8. The experiences and information from the conference will help.....	5	4	3	2	1
9. The use of audiovisual aids (i.e., films, slides, charts) was.....	5	4	3	2	1
10. The time allotted for the conference and individual sessions was.....	5	4	3	2	1
11. Adequacy of the facility for the conference was.....	5	4	3	2	1

Any additional comments: _____

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